



FOR IMMEDIATE RELEASE

July 26, 2021



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COMMERCIAL FIRE

2168 Frisco Avenue (Kellogg's) 3rd - Alarm

MEMPHIS, TN - The Memphis **Fire** Department responded to a **third alarm** fire at 2168 Frisco Avenue, Sunday, July 25, 2021 at 4:05 p.m. Upon arrival on the scene, firefighters reported fire visible in the interior of the large commercial structure. Rescue and Firefighting operations began immediately.

Sixty-three (63) pieces of **Fire**/Rescue/EMS equipment and approximately one hundred seventy (170) emergency response personnel ultimately responded to the call. Division Chief M. Tolliver was the commanding officer of this incident. The fire was brought under control at 9:10 p.m. ***Two firefighters sustained heat exhaustion; one was treated and released on the scene, the second firefighter was transported in stable condition to Baptist East Hospital.*** There were no civilian injuries.



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It has been determined that the structure **did have** a working sprinkler system. The structure and equipment sustained smoke, fire and water damage. Total damage estimates have not been determined at this time. The origin and cause of the fire was accidental; a conveyor belt malfunctioned and ignited combustibles in a rice dryer machine.

The Memphis **Fire** Department urges all citizens to maintain a working smoke alarm in their place of residence. Check smoke alarms once a month and change the battery when you change your clocks. City of Memphis residents may apply for a **free smoke alarm** on-line: <https://www.memphistn.gov/government/fire-department/free-smoke-alarm-application/> or call the Fire Museum of Memphis at (901) 636-5650. Always have a plan of escape in case there is a fire. Also remember that 9-1-1 is for emergencies only. For all other **FIRE/EMS NON-EMERGENCY** issues please dial 901-458-8281.

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